```
Set      Items    Description
S1           3    AU=(THEARLING K? OR THEARLING, K?)
S2     1521842    DATA()(BASE? OR FILE? OR MINE? OR BANK?) OR DATABASE? OR D-
                  ATAFILE? OR DATAMIN? OR DATABANK? OR STORAGE OR DB OR RECORD?
                  ? OR SERVER OR CENTRAL()FILE
S3         819    MARKET?(7N)(CAMPAIGN? OR PROMOTIOM OR PROMO OR ADVERT? OR -
                  AD)
S4      999063    SEQUENC? OR ORDER? ?
S5     3422663    PLURAL? OR SEVERAL OR VARIOUS OR MANY OR MULTIPL? OR NUMER-
                  OUS OR DIFFERENT?
S6          37    S2 AND S3 AND S4
S7       38717    S4(5N)S5
S8        6104    S7 AND S2
S9           0    S8 AND S3
S10         25    S6 AND IC=G06F-017/60
S11          2    S1 AND S2
S12         27    S10 OR S11
? show file
File 344:Chinese Patents Abs Aug 1985-2004/May
         (c) 2004 European Patent Office
File 347:JAPIO Nov 1976-2004/May(Updated 040903)
         (c) 2004 JPO & JAPIO
File 350:Derwent WPIX 1963-2004/UD,UM &UP=200462
         (c) 2004  Thomson Derwent
File 371:French Patents 1961-2002/BOPI 200209
         (c) 2002 INPI.  All rts. reserv.
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12/5/1   (Item 1 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2004 JPO & JAPIO. All rts. reserv.

07483492   **Image available**
COMMUNITY INFORMATION SYSTEM AND BUSINESS

PUB. NO.:   2002-352010   [JP 2002352010 A]
PUBLISHED: December 06, 2002 (20021206)
INVENTOR(s):   HIROBE KINUMI
               ASAKURA KEIKI
APPLICANT(s): NEC CORP
APPL. NO.:   2001-159993   [JP 2001159993]
FILED: May 29, 2001 (20010529)
INTL CLASS: G06F-017/60 ; G06F-012/00; G06F-012/14; G06F-017/30

                        ABSTRACT
PROBLEM TO BE SOLVED: To provide a system using an information provider,
which can distribute information of high reliability in a community, and to
provide **marketing** and **advertising** business using this system.

SOLUTION: A portable **storage** device 1 such as an IC card is used to
collect the action history of a user, and this information is taken as a
proof of provided information to not only protect his or her privacy but
also improve the reliability of information. The reliability of provided
information is calculated from the action history of the user, and the
calculated reliability is presented together with provided information. In
 order to prompt the user to provide information, a coupon is given to the
user in reward for information provision to a service **server** . A profile
 server 3 is used to manage personal information of the user, and contents
of services provided by the service **server** 4 are changed in accordance
with an individual attribute or history and are provided for the user.

 12/5/2   (Item 1 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

016430335   **Image available**
WPI Acc No: 2004-588252/200457
XRPX Acc No: N04-465570
  **Marketing system for sales promotion of goods, has marketing data
  management server of goods manufacturer that receives customer's
  personal information and point of sale data of purchased goods, to
  perform marketing analysis**
Patent Assignee: HITACHI SOFTWARE ENG CO LTD (HISF)
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
JP 2004234478	A	20040819	JP 200324181	A	20030131	200457	B

Priority Applications (No Type Date): JP 200324181 A 20030131
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2004234478	A		10	G06F-017/60	

Abstract (Basic): JP 2004234478 A
        NOVELTY - A sales information management **server** transmits the

point of sale (POS) data of the purchased campaign goods to the customer's personal information management **server** , when a customer purchases goods. The marketing data management **server** of goods manufacturer, receives the customer's personal information and POS data from the personal identification management **server** , and performs marketing analysis.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for marketing method.

USE - **Marketing** system for implementing **campaign** activity for purpose of sales promotion of goods and new products.

ADVANTAGE - The customer can participate in the campaign activity easily and safely. Also the cost of sponsor side of campaign activity.

DESCRIPTION OF DRAWING(S) - The figure shows an explanatory view of the processing **sequence** of the marketing system. (Drawing includes non-English language text).

pp; 10 DwgNo 2/5

Title Terms: MARKET; SYSTEM; SALE; PROMOTE; GOODS; MARKET; DATA; MANAGEMENT ; SERVE; GOODS; MANUFACTURE; RECEIVE; CUSTOMER; PERSON; INFORMATION; POINT; SALE; DATA; PURCHASE; GOODS; PERFORMANCE; MARKET; ANALYSE

Derwent Class: T01; T05

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

 12/5/3 **(Item 2 from file: 350)**
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

016199836 **Image available**
WPI Acc No: 2004-357722/200434
XRPX Acc No: N04-286099
  Permission record **management method for marketing goods wherein a facilitator holds customer** marketing **permissions and selects the** advertising **sent based on the permissions**
Patent Assignee: ID SECURE PTY LTD (IDSE-N)
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
AU 2003203601	A1	20031023	AU 2003203601	A	20030409	200434	B

Priority Applications (No Type Date): AU 20021592 A 20020409
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
AU 2003203601	A1		121	G06F-017/60	

Abstract (Basic): AU 2003203601 A1
NOVELTY - The customer provides permission data to the facilitator (4) who stores the information in a secure **database** on the **server** (12) behind the firewall (14) which in turn connects to the Internet (13) and the telecom network (15). The merchant (3) creates a marketing **record** to indicate the goods and / or services on offer and the methods of marketing to be used e.g. a newsletter distributed by surface mail , a flyer distributed by email etc. and forwards this to the facilitator along with information on the target group. The facilitator then compares the marketing **record** with the permission **database** and forwards the advertising to the customers in the target group according to their permission preferences. Any **orders** generated are passed to the merchant.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for
(1) A method for marketing to a first party on or more goods.

(2) A method for a first party to manage marketing information from a second party.

(3) A method for a plurality of first parties to manage marketing information.

(4) A system for managing a permission **record** of a first party.

(5) A system for managing a plurality of permission **records** .

USE - For managing permissions for marketing, medical , educational or business.

ADVANTAGE - The customers are able to control the type of marketing information they receive from the merchants and from which of those merchants the information is received. The customers are able to vary the permission **record** dynamically, as the preferences change the superseded preferences will no longer be used in subsequent campaigns. For the customers to gain control over the type of marketing they receive and thereby avoid receiving unsolicited marketing material from the merchants, they must provide preferences for marketing information. These preferences are extremely useful in allowing the merchant to get a far more focussed approach to a **marketing campaign** without having to contact the customers.

DESCRIPTION OF DRAWING(S) - The drawing shows a schematic diagram of the marketing permissions system.

merchant (3)
Facilitator (4)
server (12)
Internet (13)
telecom network (15)
pp; 121 DwgNo 1/1

Title Terms: PERMIT; **RECORD** ; MANAGEMENT; METHOD; MARKET; GOODS; HOLD; CUSTOMER; MARKET; SELECT; ADVERTISE; SEND; BASED
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

12/5/4   (Item 3 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

016111438   **Image available**
WPI Acc No: 2004-269314/200425
XRPX Acc No: N04-212993
Computer system for pay for performance advertising system, returns search results which include advertising listings having keywords that match search term and are ordered based on financial statistic associated with keywords
Patent Assignee: FINDWHAT.COM (FIND-N); GARCIA A A (GARC-I); HART S P (HART-I); NEUMANN P T (NEUM-I); PISARIS-HENDERSON C A (PISA-I); PROTHEROE R L (PROT-I); RAE D C (RAED-I); THUNE P R (THUN-I); WILLIAMS J B (WILL-I)
Inventor: GARCIA A A; HART S P; NEUMANN P T; PISARIS-HENDERSON C A; PROTHEROE R L; RAE D C; THUNE P R; WILLIAMS J B
Number of Countries: 105 Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200421152	A2	20040311	WO 2003US27474	A	20030829	200425	B
US 20040133471	A1	20040708	US 2002407533	P	20020830	200445	
			US 2002418022	P	20021011		
			US 2003654134	A	20030902		
AU 2003268374	A1	20040319	AU 2003268374	A	20030829	200462	

Priority Applications (No Type Date): US 2002418022 P 20021011; US 2002407533 P 20020830; US 2003654134 A 20030902

Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
WO 200421152 A2 E 51 G06F-000/00
    Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
    CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
    IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO
    NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US
    UZ VC VN YU ZA ZM ZW
    Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB
    GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ TR TZ
    UG ZM ZW
US 20040133471 A1   G06F-017/60   Provisional application US 2002407533

                                        Provisional application US 2002418022
AU 2003268374 A1   G06F-000/00   Based on patent WO 200421152

Abstract (Basic): WO 200421152 A2
       NOVELTY - A query processing unit (120) submits a search query
    based on search term generated by a client (115), to determine a set of
    advertiser listings associated with partition in the advertising
    keyword **database** . Search results which include advertising listings
    having keywords that match the search term and are ordered based on
    financial statistic associated with the keywords, are returned to the
    client.
       DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for
    pay for performance advertising service provision method.
       USE - For pay for performance **advertising** system used for
    marketing through internet.
       ADVANTAGE - Enables to outsource the pay for performance
    advertising service to several web site providers having branded client
    and customer interfaces.
       DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
    the computer system.(Drawing includes non-English language text).
       server (100)
       internet (105)
       query client(120) query processing unit (115)
       advertising client (140)
       pp; 51 DwgNo 1/16
Title Terms: COMPUTER; SYSTEM; PAY; PERFORMANCE; ADVERTISE; SYSTEM; RETURN;
  SEARCH; RESULT; ADVERTISE; KEYWORD; MATCH; SEARCH; TERM; **ORDER** ; BASED;
  FINANCIAL; STATISTICAL; ASSOCIATE; KEYWORD
Derwent Class: T01
International Patent Class (Main): G06F-000/00; **G06F-017/60**
File Segment: EPI

   12/5/5   (Item 4 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

016107004   **Image available**
WPI Acc No: 2004-264880/200425
  Data collection system for receiving advertisement order , **and**
  transaction operating method using collected data over online network
Patent Assignee: PARK Y S (PARK-I)
Inventor: KIM J E; MUN C S; PARK Y S; YOO S Y
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week

KR 2003092778 A   20031206 KR 200230599   A   20020531 200425 B

Priority Applications (No Type Date): KR 200230599 A 20020531
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2003092778 A   1 G06F-017/60

Abstract (Basic): KR 2003092778 A
    NOVELTY - An advertisement **order** related data collection system
    and a transaction operating method are operated to enable an
    advertisement producer to additionally perform an **advertisement**
    marketing activity to customers of cooperated companies connected over
    an online network.
    DETAILED DESCRIPTION - The method comprises several steps. A
    cooperated company progresses the first transaction by using a business
    program offered by an advertisement producer(200, 202). General
    customer data and transaction data are stored on a terminal when the
    cooperated company makes a contract with customers(204). The cooperated
    company checks whether the general customer data and the transaction
    data includes additional business data needed for the advertisement
    producer(206, 208). An advertisement **server** receives the additional
    business data from the cooperation company, classifies the additional
    business data, and stores the data at a **database** (210). The additional
    business data is processed according to a format(212). The
    advertisement producer progresses the second transaction with the
    customer by using the additional business data(214, 216). The customer
    transmits advertisement **order** data to the advertisement producer via
    the cooperated company(218).
    pp; 1 DwgNo 1/10
Title Terms: DATA; COLLECT; SYSTEM; RECEIVE; ADVERTISE; **ORDER** ;
  TRANSACTION; OPERATE; METHOD; COLLECT; DATA; NETWORK
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

  12/5/6   (Item 5 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

016032685   **Image available**
WPI Acc No: 2004-190536/200418
Related WPI Acc No: 2004-179251; 2004-224831
XRPX Acc No: N04-151200
  Multi- market   advertisement **broadcasts analyzing method, involves**
    recording electronic detections of actual market-broadcast instances and
    multi-market broadcast orders in database **, and associating instances**
    with respective orders
Patent Assignee: WHYMARK T J (WHYM-I)
Inventor: WHYMARK T J
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind Date   Applicat No   Kind   Date   Week
US 20040024633 A1 20040205 US 2002384362   P   20020530 200418 B
                             US 2002278332   A   20021023

Priority Applications (No Type Date): US 2002384362 P 20020530; US
  2002278332 A 20021023
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes

Bode Akintola   29-Sep-04   EIC 3600

US 20040024633 A1   24 G06F-017/60   Provisional application US 2002384362

Abstract (Basic): US 20040024633 A1
        NOVELTY - The method involves recording information of set of
    commercial advertisements and its unique identifiers in a **database** .
    Electronic detections of actual market-broadcast instances are received
    and details regarding the detections are recorded in the **database**
    along with a set of multi- **market** broadcast **orders** of the
    advertisements . The actual **market** -broadcast instances are then
    associated with a related **order** in the **database** .
        USE - Used for analyzing broadcasts of commercial advertisements on
    commercial mediums such as commercial radio, television airwave
    frequency, cable television system, satellite television and satellite
    radio system.
        ADVANTAGE - The method improves matching of multi- **market**
    broadcasts of **advertisement** to multi- **market** **advertising** **orders** ,
    thereby providing accurate matching, confirmation and reporting for a
    large number of broadcasts over a large number of broadcast markets.
    The method improves efficiency and accuracy of confirming fulfillment
    of **order** for broadcast items, and the ability to produce dynamic·
    reports or fulfilled and unfilled **orders** .
        DESCRIPTION OF DRAWING(S) - The drawing shows a schematic diagram
    of the multi-market broadcast analyzing method.
        pp; 24 DwgNo 1/11
Title Terms: MULTI; MARKET; ADVERTISE; BROADCAST; METHOD; **RECORD** ;
    ELECTRONIC; DETECT; ACTUAL; MARKET; BROADCAST; INSTANCE; MULTI; MARKET;
    BROADCAST; **ORDER** ; **DATABASE** ; ASSOCIATE; INSTANCE; RESPECTIVE; **ORDER**
Derwent Class: T01; W02; W05
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 12/5/7   (Item 6 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

016021400   **Image available**
WPI Acc No: 2004-179251/200417
Related WPI Acc No: 2004-190536; 2004-224831
XRPX Acc No: N04-142546
  Multi- market **broadcasts analyzing method for commercial** advertisement
  , involves recording information related to broadcast orders **of**
  advertisements in computer database **and associating instances with**
  order **for advertisement**
Patent Assignee: WHYMARK T J (WHYM-I); AUDIOAUDIT INC (AUDI-N)
Inventor: WHYMARK T J
Number of Countries: 105 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 20040015400	A1	20040122	US 2002384362	P	20020530	200417	B
			US 2002274018	A	20021018		
			US 2002278332	A	20021023		
			US 2003465722	A	20030619		
WO 200436388	A2	20040429	WO 2003US33187	A	20031017	200429	

Priority Applications (No Type Date): US 2002384362 P 20020530; US
    2002274018 A 20021018; US 2002278332 A 20021023; US 2003465722 A 20030619
Patent Details:

Patent No	Kind Lan Pg	Main IPC	Filing Notes
US 20040015400 A1	27	H04N-007/25	Provisional application US 2002384362

WO 200436388 A2 E   G06F-000/00
    Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
    CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
    IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO
    NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG UZ
    VC VN YU ZA ZM ZW
    Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB
    GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ TR TZ
    UG ZM ZW

Abstract (Basic): US 20040015400 A1
        NOVELTY - The method involves recording information relating
    detections of actual market-broadcast instances in a computer **database**
    . One of the instances is associated in the **database** , where the
    instances have broadcast **markets** . Information related to broadcast
    orders of **advertisements** is recorded in the **database** . The
    instances are associated with the **order** for the advertisement
    recorded in the **database** .
        USE - Used for analyzing multi- **market** broadcasts of a commercial
    advertisement .
        ADVANTAGE - The method associates the broadcast instances to the
    advertisements, thereby reporting fulfilled and unfulfilled **orders** in
    an efficient manner.
        DESCRIPTION OF DRAWING(S) - The drawing shows a schematic view of a
    method of analyzing multi- **market** broadcasts of a commercial
    advertisement .
        pp; 27 DwgNo 1/11
Title Terms: MULTI; MARKET; BROADCAST; METHOD; COMMERCIAL; ADVERTISE;
    RECORD ; INFORMATION; RELATED; BROADCAST; **ORDER** ; ADVERTISE; COMPUTER;
    DATABASE ; ASSOCIATE; INSTANCE; **ORDER** ; ADVERTISE
Derwent Class: T01
International Patent Class (Main): G06F-000/00; H04N-007/25
International Patent Class (Additional): G06F-003/00; G06F-013/00;
    G06F-017/60 ; H04N-005/445; H04N-007/10
File Segment: EPI

 12/5/8   (Item 7 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015909530
WPI Acc No: 2004-067370/200407
  Method for book mail marketing using e-mail equipped with e-book
Patent Assignee: KIM K T (KIMK-I)
Inventor: KIM K T
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind Date   Applicat No   Kind   Date   Week
KR 2003072681 A   20030919 KR 200211825   A   20020306   200407 B

Priority Applications (No Type Date): KR 200211825 A 20020306
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2003072681 A   G06F-017/60

Abstract (Basic): KR 2003072681 A

NOVELTY - A method for the book mail marketing using an e-mail equipped with an e-book is provided to make each businessman complete an **advertisement marketing** process through one book mail forwarding by making the businessmen post up an advertisement on a page in the e-book and offering the book mail to mail users.

DETAILED DESCRIPTION - An advertiser selects the e-book of a desired genre from a **server** . The advertiser makes a bid for an advertisement space in the e-book selected by the advertiser. A bidding result is set by an **order** of the bidding price and is informed to the advertiser. The e-book is completed by inserting the advertisement. The e-mail equipped with the e-book is forwarded to an e-mail address included in an e-mail **database** .

DwgNo 0/0

Title Terms: METHOD; BOOK; MAIL; MARKET; MAIL; EQUIP; BOOK
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

12/5/9   (Item 8 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015831367   **Image available**
WPI Acc No: 2003-893571/200382
  Advanced keyword advertising service supply system and method records
  user actions in database
Patent Assignee: LEE D W (LEED-I); LIM K J (LIMK-I)
Inventor: LEE D W; LIM K J
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2003063253	A	20030728	KR 200333526	A	20030527	200382 B

Priority Applications (No Type Date): KR 200333526 A 20030527
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2003063253	A		1	G06F-017/60	

Abstract (Basic): KR 2003063253 A
NOVELTY - A system and method for supplying an advanced keyword search word advertising service is provided to plan a target **advertisement** by on-line **advertisement market** based on the number of clicks with respect to an advertisement having a fair possibility to be connected to an actual result and a graded exposure **order** according to execution scales of advertising costs.

DETAILED DESCRIPTION - A client is interlocked with a media system and operated(S302). When a general search utilization client uses a search service of the media system(S303), the client receives a search keyword query in a searching page and transmits the search keyword query to a **server** as a TCP/IP method(S304,S306). A processing unit checks a keyword integrity, and an RDBMS checks a keyword registered in a corresponding media system, extracts a registered keyword advertisement, and transmits the registered keyword advertisement to the client(S308,S309). At this time, data are manufactured as a normal HTML form and transmitted with a result code(S310). The media system receives a packet in the client and pushes the packet on a search screen(S312). When an Internet user clicks an advertisement being displayed as the above progress, the clicking process is recorded in the RDBMS(S313). At this time, a subtraction is executed based on a

price per result recorded by an advertiser, the **record** is stored(S314).
>   USE - Internet advertising.
>   DESCRIPTION OF DRAWING(S) - The drawing shows a flowchart of the method.
>   pp; 1 DwgNo 1/10
Title Terms: ADVANCE; KEYWORD; ADVERTISE; SERVICE; SUPPLY; SYSTEM; METHOD; **RECORD** ; USER; ACTION; **DATABASE**
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

12/5/10   **(Item 9 from file: 350)**
DIALOG(R)File 350:Derwent WPIX
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015775222   **Image available**
WPI Acc No: 2003-837424/200378
XRPX Acc No: N03-669539
>   Marketing **center apparatus in mobile** marketing **system, transmits** advertisement **produced based on** advertising **raw material about goods having necessity for advertising dispatch, to customer's personal digital assistant by e-mail**
Patent Assignee: MITSUBISHI ELECTRIC CORP (MITQ)
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
JP 2003256707	A	20030912	JP 200260843	A	20020306	200378	B

Priority Applications (No Type Date): JP 200260843 A 20020306
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2003256707	A		14	G06F-017/60	

Abstract (Basic): JP 2003256707 A
>   NOVELTY - A determination unit (3) determines goods having necessity for advertising dispatch, based on goods reservation status. A synthesis unit (9) produces advertisement based on advertising raw material for goods stored in goods information **database** (8). A dispatch unit (10) transmits the produced advertisement to a customer's personal digital assistant through e-mail.
>   USE - In mobile **marketing** system for transmitting **advertisements** to customer's personal digital assistant (PDA), personal handyphone system (PHS).
>   ADVANTAGE - The advertisement is securely dispatched effectively only to the specific customers, without leakage. The marketing connected to a customer's acceptance of **orders** is effectively performed.
>   DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the mobile marketing system. (Drawing includes non-English language text).
>   marketing center apparatus (1)
>   reservation status **database** (2)
>   advertising dispatch necessity determination unit (3)
>   customer information **database** (4)
>   goods information **database** (8)
>   advertisement synthesis unit (9)
>   dispatch unit (10)
>   pp; 14 DwgNo 1/7

Title Terms: MARKET; APPARATUS; MOBILE; MARKET; SYSTEM; TRANSMIT; ADVERTISE
   ; PRODUCE; BASED; ADVERTISE; RAW; MATERIAL; GOODS; NECESSARY; ADVERTISE;
   DISPATCH; CUSTOMER; PERSON; DIGITAL; ASSIST; MAIL
Derwent Class: T01; W01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 12/5/11   (Item 10 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015726379   **Image available**
WPI Acc No: 2003-788579/200374
Related WPI Acc No: 2003-804399
XRPX Acc No: N03-631874
   Promotional marketing campaign **creating method, involves associating
   offer distribution mode with segment definition such that definition,
   offer and mode are all allied with campaign, and analyzing generated
   results**
Patent Assignee: VENTURE CATALYST INC (VENT-N); SAENZ J (SAEN-I)
Inventor: CALDERONELLO J; CARLSON D; COHN J; GOLDWASSER M J; KLANDER A;
   KLANDER L; NYDAM D; SAENZ J; WINKLER C
Number of Countries: 103 Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200385483	A2	20031016	WO 2003US10299	A	20030403	200374	B
AU 2003221792	A1	20031020	AU 2003221792	A	20030403	200436	
US 20040143496	A1	20040722	US 2002370103	P	20020403	200449	
			US 2003406561	A	20030403		
			US 2003699631	A	20031030		

Priority Applications (No Type Date): US 2003370103 A 20030403; US
   2002370103 P 20020403; US 2003406561 A 20030403; US 2003699631 A 20031030
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200385483	A2	E	129	G06F-000/00	

   Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
   CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
   IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO
   NZ OM PH PL PT RO RU SC SD SE SG SK SL TJ TM TN TR TT TZ UA UG US UZ VC
   VN YU ZA ZM ZW
   Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB
   GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ TR TZ
   UG ZM ZW

| AU 2003221792 | A1 | | | G06F-000/00 | Based on patent WO 200385483 |
| US 20040143496 | A1 | | | G06F-017/60 | Provisional application US 2002370103 |

                              CIP of application US 2003406561

Abstract (Basic): WO 200385483 A2
      NOVELTY - The method involves maintaining a **database** of
   information linked to a set of customers. A segment definition related
   to a segment population of a customer is created. An offer distribution
   mode is associated with the definition such that the definition, an
   offer associated with the definition and the mode are all allied with a
   campaign. Expected results are generated and are analyzed to adjust the
   offer and the definitions.
      DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for a
   promotional campaign management system.
      USE - Used for creating promotional campaigns.

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ADVANTAGE - The offer and the segment definitions are adjusted
until a desired return- on-investment is obtained, so that the wastage
of the marketing resources is avoided.
DESCRIPTION OF DRAWING(S) - The drawing shows a flowchart of a
high-level **sequence** of operations performed in connection with
creating a promotional campaign.
pp; 129 DwgNo 6/73
Title Terms: PROMOTE; MARKET; CAMPAIGN; METHOD; ASSOCIATE; OFFER;
DISTRIBUTE; MODE; SEGMENT; DEFINE; DEFINE; OFFER; MODE; ALLIED; CAMPAIGN;
GENERATE; RESULT
Derwent Class: T01
International Patent Class (Main): G06F-000/00; **G06F-017/60**
File Segment: EPI

12/5/12   (Item 11 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015394886   **Image available**
WPI Acc No: 2003-457027/200343
XRPX Acc No: N03-363504
  Data collecting apparatus in e-commerce applications, database **on**
  webserver that stores data about items that have been previously sold on
  various e-commerce websites
Patent Assignee: ZEIDMAN R M (ZEID-I)
Inventor: ZEIDMAN R M
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
US 20030069740 A1   20030410 US 2001972264   A   20011009   200343 B

Priority Applications (No Type Date): US 2001972264 A 20011009
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
US 20030069740 A1   15 G06F-017/60

Abstract (Basic): US 20030069740 A1
      NOVELTY - A **database** (303) on a webserver stores data about the
  items that have been previously sold on various e-commerce websites. An
  application sever software (301) allows a seller software (307) to make
  request, in **order** to get sales history of specific item provided by
  the seller, for sale.
      DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the
  following:
      (1) method for allowing seller of items to collect data from
  e-commerce website; and
      (2) **database** updating method with data from e-commerce websites.
      USE - For collecting data such as Internet auctions and
  marketplaces from e-commerce websites for companies and individuals, to
  know about items offered for sale over Internet.
      ADVANTAGE - Reduces **marketing** , **advertising** , shipping and
  distribution expenses, since sales history of specific item is stored
  in **database** .
      DESCRIPTION OF DRAWING(S) - The figure shows an application **server**
   program connected to a seller computer and an online auction website
  webserver computer.
      application **server** software (301)
      agent program (302)
       database (303)

auction website software (305)
                sever connection software (306)
                seller software (307)
                pp; 15 DwgNo 3/11
Title Terms: DATA; COLLECT; APPARATUS; APPLY; **DATABASE** ; **STORAGE** ; DATA;
   ITEM; SOLD; VARIOUS
Derwent Class: T01; T05; W01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

   12/5/13   (Item 12 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015027940   **Image available**
WPI Acc No: 2003-088457/200308
   Distributed management system for banner ad
Patent Assignee: NETIMORE CO LTD (NETI-N)
Inventor: BAE J H; KIM J M
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
KR 2002062015 A   20020725 KR 20013215   A   20010119 200308 B

Priority Applications (No Type Date): KR 20013215 A 20010119
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2002062015 A   1 G06F-017/60

Abstract (Basic): KR 2002062015 A
        NOVELTY - A distributed management system for a banner AD is
    provided to enable a web site operator not to need a **marketing**
    organization for inducing the **AD** and to enable an advertiser to
    maximize the AD effect by managing the distribution of a banner and the
    performance such as a click and an impression for the banner printed to
    a web site.
        DETAILED DESCRIPTION - A plurality of web servers(21-22) is
    connected to a banner **server** (11) managing the distribution and the
    operation of the banner through the Internet and a network. A plurality
    of user computers(41-44) is connected to the web **server** through the
    Internet(31-32). If the user visits a web site, the web **server**
    transfers the information of the web **server** to the banner **server** by
    operating a Java script in **order** to interface between the banner
    server and the web **server** operating the web site. The banner **server**
     decides the web **server** printing the banner requested by the
    advertiser from a plurality of web servers. If the user visits the
    selected web **server** , the banner **server** measures and manages the
    clicks and the impression of the printed banner as well as shows the
    set banner to the visitor.
        pp; 1 DwgNo 1/10
Title Terms: DISTRIBUTE; MANAGEMENT; SYSTEM; BANNER
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

   12/5/14   (Item 13 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014614526   **Image available**
WPI Acc No: 2002-435230/200246
XRPX Acc No: N02-342606
Access providing system to product data in real time or delayed for permitting TVs, personal computers or personal digital assistants to receive marketing **and** advertisements
Patent Assignee: FUISZ R (FUIS-I); FUISZ R C (FUIS-I)
Inventor: FUISZ R C; FUISZ R
Number of Countries: 094   Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200227553	A1	20020404	WO 2001US29789	A	20010925	200246	B
AU 200194655	A	20020408	AU 200194655	A	20010925	200252	
US 20020128999	A1	20020912	US 2000234981	A	20000925	200262	
			US 2001961392	A	20010925		

Priority Applications (No Type Date): US 2000234981 P 20000925; US 2001961392 A 20010925
Patent Details:

Patent No	Kind Lan Pg	Main IPC	Filing Notes
WO 200227553	A1 E 33	G06F-017/30	

    Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200194655	A	G06F-017/30	Based on patent WO 200227553
US 20020128999	A1	G06F-007/00	Provisional application US 2000234981

Abstract (Basic): WO 200227553 A1
    NOVELTY - When a user selects an item through use of a selection device (25), the system searches the grid coordinates being selected as a function of program time and displays the appropriate marketing information (26). When an object (24) is shown in the display (20), the object is clicked to obtain the marketing information.
    DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for a visual image marketing method, for a method for providing marketing information and for a method for processing a **sequence** of images.
    USE - Accessing product data for display on a visual display.
    ADVANTAGE - Providing real time or delayed access to **database** .
    DESCRIPTION OF DRAWING(S) - The drawing shows a video screen
    Selection device (25)
    Marketing information (26)
    Object (24)
    Display (20)
    pp; 33 DwgNo 5/9
Title Terms: ACCESS; SYSTEM; PRODUCT; DATA; REAL; TIME; DELAY; PERMIT; PERSON; COMPUTER; PERSON; DIGITAL; ASSIST; RECEIVE; MARKET; ADVERTISE
Derwent Class: T01; W03; W04
International Patent Class (Main): G06F-007/00; G06F-017/30
International Patent Class (Additional): **G06F-017/60** ; H04N-005/445
File Segment: EPI

12/5/15   (Item 14 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014569906   **Image available**

Bode Akintola   29-Sep-04   EIC 3600

WPI Acc No: 2002-390609/200242
  Electronic mail marketing service agency method
Patent Assignee: DATAWAVE SYSTEM INC (DATA-N)
Inventor: LEE G S
Number of Countries: 001   Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
KR 2001111690	A	20011220	KR 200032301	A	20000613	200242	B

Priority Applications (No Type Date): KR 200032301 A 20000613
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2001111690	A		1	G06F-017/60	

Abstract (Basic): KR 2001111690 A
      NOVELTY - An electronic mail marketing service agency method is
    provided so that a member can receive useful **marketing** electronic
    mails by selecting information and **advertisements** according to
    properties of the member and transmitting the information and
    advertisement to the member.
      DETAILED DESCRIPTION - A member of a web site for executing an
    electronic mail marketing service clicks an electronic mail service
    menu of an affiliated web site in **order** to apply for a marketing
    electronic mail service(401). An electronic mail address of the member
    is registered in a member information **database** (402). The member
    selects a kind of the marketing mail service, and sets up contents of
    the mail(403). The contents selected by the member are brought from a
    contents **database** (404). A target advertisement is selected from an
    advertisement contents **database** according to the **marketing**
    electronic mail contents information, my information contents, using
    frequency and information from the affiliated company(405). The
    contents and target advertisement are combined and transmitted to the
    member(406). A reaction of the member to the electronic mail is
    confirmed(407). When the member clicks a hyperlink to add the
    electronic mail to my information(408), the clicked contents are stored
    in the member information **database** (409).
      pp; 1 DwgNo 1/10
Title Terms: ELECTRONIC; MAIL; MARKET; SERVICE; AGENT; METHOD
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 12/5/16   (Item 15 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014325574   **Image available**
WPI Acc No: 2002-146276/200219
  Method for offering broadcast type advertisement to web site via server
  of advertisement service company
Patent Assignee: KIM S J (KIMS-I)
Inventor: KIM S J
Number of Countries: 001   Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
KR 2001085148	A	20010907	KR 200010258	A	20000229	200219	B

Priority Applications (No Type Date): KR 200010258 A 20000229
Patent Details:

Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2001085148 A   1 G06F-017/60

Abstract (Basic): KR 2001085148 A
        NOVELTY - A broadcast type advertisement service method is provided
    to enable an advertisement service company to receive an **order** of an
    advertisement service from an advertiser, to select web sites
    appropriate for a target **marketing** , to transmit the **advertisement**
    data to corresponding web sites, and to offer the advertisement data on
    a banner or an independent window of the web sites so that it can
    enhance an advertisement effect.
        DETAILED DESCRIPTION - The method comprises the steps of an
    advertiser or an advertisement agency transmitting advertisement data
    to a **server** of an advertisement business company, the advertisement
    business company selecting target web sites for running the
    advertisement in, the advertisement business company transmitting an
    advertisement cost and an estimated analysis to the advertiser or the
    advertisement agency, the advertisement business company making a
    contract with the advertiser or the agency, the advertisement business
    company **server** transmitting the advertisement data and schedule to
    each target web site, the target web site updating the advertisement
    schedule and storing the transmitted advertisement data, the target web
    site broadcasting the stored advertisement data, the web site
    transmitting a page view, an impression, a click through or the number
    of access in a time span to the advertisement business company, the
    advertisement business company analyzing an advertisement effect and
    transmitting the analysis result to the advertiser or the agency.
        pp; 1 DwgNo 1/10
Title Terms: METHOD; OFFER; BROADCAST; TYPE; ADVERTISE; WEB; SITE; SERVE;
  ADVERTISE; SERVICE; COMPANY
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

  12/5/17   (Item 16 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014291160   **Image available**
WPI Acc No: 2002-111861/200215
  Advertising method using application software on internet
Patent Assignee: KIM H S (KIMH-I)
Inventor: KIM H S
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
KR 2001081241	A	20010829	KR 20006440	A	20000211	200215	B

Priority Applications (No Type Date): KR 20006440 A 20000211
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2001081241 A   1 G06F-017/60

Abstract (Basic): KR 2001081241 A
        NOVELTY - An advertising method using application software on the
    Internet is provided to perform an **advertisement** according to target
    marketing by enabling an **advertisement**   **server** to receive and
    execute an **order** for the advertisement by application software.
        DETAILED DESCRIPTION - Application software is operated by a

user(S600). A transmission unit for an Internet advertisement stands by
a request message from the application software(S610). The request
message from the application software is received(S620). It is judged
whether the request message is a connection request(S630). It is judged
whether a software capable of Internet advertisement(S640). A message
for authenticating the connection is transmitted to the application
software(S650). A connection state from the application software is
recorded in a connection log by application software(S660). The
transmission unit transmits a response to deny the connection to the
application software(S670). It is judged whether contents of the
message are for making a request for an advertisement(S680).
Advertisement information is searched from a related **database** (S690).
The advertisement information selected is transmitted to the
application software(S700). Items for transmitting the advertisement
are recorded in the connection log(S710).
    pp; 1 DwgNo 1/10
Title Terms: ADVERTISE; METHOD; APPLY; SOFTWARE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

12/5/18   **(Item 17 from file: 350)**
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014253014   **Image available**
WPI Acc No: 2002-073714/200210
  Electronic commerce method utilizing commercial message
Patent Assignee: LEE S Y (LEES-I)
Inventor: LEE S Y
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
KR 2001074241 A   20010804   KR 200119734   A   20010413 200210 B

Priority Applications (No Type Date): KR 200119734 A 20010413
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2001074241 A   1 G06F-017/60

Abstract (Basic): KR 2001074241 A
    NOVELTY - An electronic commerce method utilizing commercial
messages is provided to display a specific mark in a TV commercial
message, broadcasted before a TV program is started, so that a customer
can access a marketing **server** and make an **order** within the
broadcasting time of the program.
    DETAILED DESCRIPTION - If a TV program and an advertisement, in
which a specific mark is going to be displayed, are selected by an
advertiser and a **marketing server** (S200), the **marketing server**
modifies and stores the goods **order** information data to be outputted
to customers at the broadcasting time of the selected program(S210).
The marketing **server** notifies TV media of the TV program and the
advertisement so that the commercial message can be broadcasted(S220).
The TV media broadcasts the commercial message of the TV program after
inserting the specific mark in the commercial message(S230). After
recognizing the specific mark while watching television(S240), a
customer accesses the marketing **server** and executes the **order** and
settlement of desired goods(S250).
    pp; 1 DwgNo 1/10

Title Terms: ELECTRONIC; METHOD; COMMERCIAL; MESSAGE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 12/5/19   (Item 18 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013995497   **Image available**
WPI Acc No: 2001-479712/200152
XRPX Acc No: N01-355214
 **Marketing system has multiple customer layers updated by sorting of
 potential customer information so that higher** order **layer is segregated** .
Patent Assignee: PARUTECH KK (PARU-N)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2001175713 A   20010629   JP 99364525   A   19991222   200152 B

Priority Applications (No Type Date): JP 99364525 A 19991222
Patent Details:
Patent No   Kind Lan Pg   Main IPC   Filing Notes
JP 2001175713 A   8 G06F-017/60

Abstract (Basic): JP 2001175713 A
        NOVELTY - The marketing system has customer **database** containing
potential customer information that is sorted out to form general
customer layer (11), prospective customer layer (12) and purchase
order customer layer (13). The customer layer distribution is updated
by sorting customer information so that higher- **order** layer is
segregated.
        USE - For marketing goods.
        ADVANTAGE - Marketing strategy is efficient as higher- **order**
customer layer is targeted due to effective segregation of customer.
Also cost of marketing is reduced as target groups are efficiently
contacted due to segregation information. Mass **marketing** and
advertisement impact is increased by targeting higher- **order** layer.
        DESCRIPTION OF DRAWING(S) - The figure shows the explanatory
drawing of multi-layer customer base. (Drawing includes non-English
language text).
        General customer layer (11)
        Prospective customer layer (12)
        Purchase **order** customer layer (13)
        pp; 8 DwgNo 1/5
Title Terms: MARKET; SYSTEM; MULTIPLE; CUSTOMER; LAYER; UPDATE; SORT;
  POTENTIAL; CUSTOMER; INFORMATION; SO; HIGH; **ORDER** ; LAYER; SEGREGATE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 12/5/20   (Item 19 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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013978768   **Image available**
WPI Acc No: 2001-462982/200150
 Advertising method using advertising server **on internet**

Bode Akintola   29-Sep-04   EIC 3600

Patent Assignee: PROMO21 CO LTD (PROM-N); JUNMAN CO LTD (JUNM-N)
Inventor: LEE S J
Number of Countries: 001 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
KR 2001007712	A	20010205	KR 200033430	A	20000617	200150	B
KR 388152	B	20030618	KR 200033430	A	20000617	200369	

Priority Applications (No Type Date): KR 200033430 A 20000617
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2001007712	A		1	G06F-017/60	
KR 388152	B			G06F-017/60	Previous Publ. patent KR 2001007712

Abstract (Basic): KR 2001007712 A
      NOVELTY - An advertising method using an advertising **server** on
   the internet is provided to insert an advertisement of various
   functions without the necessity of reloading a webpage by outputting an
   advertisement.
      DETAILED DESCRIPTION - When a **database** is constructed in an
   advertising **server** , an **advertising** **server** compares a query of
   target **market** and a query of the characteristic of a webpage using a
   previously stored program, in **order** to detect a webpage having an
   identical query. The advertising **server** judges whether there is other
   advertisement file linked with the detected webpage, detects a webpage
   not linked with an advertisement file and links the webpage to an
   advertisement file requested by an advertiser. If a user accesses a
   media company **server** using his terminal, the media company **server**
   outputs its webpage and simultaneously the advertising **server** detects
   an advertisement file corresponding to the webpage from the
   advertisement **database** and inserts the advertisement in a required
   portion of the webpage. If the advertising **server** outputs the
   advertisement in the webpage, an advertisement analysis **database** in
   the advertising **server** increases +1 to an insertion number for the
   output advertisement.
      pp; 1 DwgNo 1/10
Title Terms: ADVERTISE; METHOD; ADVERTISE; SERVE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 12/5/21   (Item 20 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013956085   **Image available**
WPI Acc No: 2001-440299/200147
XRPX Acc No: N01-325614
   Records **classifying method in** database , **involves selecting set of**
  records **by ranking** records **in which each of the** record **of selected**
  set satisfies selection criteria
Patent Assignee: EXCHANGE APPL INC (EXCH-N)
Inventor: **THEARLING K**
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 6240411	B1	20010529	US 9897875	A	19980615	200147	B

Priority Applications (No Type Date): US 9897875 A 19980615

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 6240411	B1		22	G06F-017/30	

Abstract (Basic): US 6240411 B1

NOVELTY - The method involves providing model for ascertaining characteristic of individual **records** . Selection criteria such as query including reference to the model is formed. The first model is executed using the reference to generate a value for characteristic of one of several **records** . The selected set of **records** is selected by ranking the **records** in which each of the **record** satisfies the selection criteria.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(a) Campaign management system;
(b) Method of selecting **records** ;
(c) Method of resolving selection criteria;
(d) Method of forming selection criteria;
(e) Method of using campaign management system

USE - For **records** classification in **database** for commercial application.

ADVANTAGE - The **records** are classified by selecting a set of **records** by ranking the **records** in which each **record** of the selected set satisfies a selection criteria having a query, thereby the difficulty in coordinating and combining use of more than one model within a campaign management program, is reduced and effectiveness is improved.

DESCRIPTION OF DRAWING(S) - The figure shows the performance of campaign management having model for use in generating field of the **database** .

pp; 22 DwgNo 6/12

Title Terms: **RECORD** ; CLASSIFY; METHOD; **DATABASE** ; SELECT; SET; **RECORD** ; RANK; **RECORD** ; **RECORD** ; SELECT; SET; SATISFY; SELECT; CRITERIA
Derwent Class: T01
International Patent Class (Main): G06F-017/30
File Segment: EPI

12/5/22   (Item 21 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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013816021   **Image available**
WPI Acc No: 2001-300233/200131
XRPX Acc No: N01-215443
  Computerized marketing method for consumer Internet interfaces using central information repository and transaction server
Patent Assignee: I2 TECHNOLOGIES INC (ITWO-N)
Inventor: BURCHETT C; BURCHETT K
Number of Countries: 087 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200127834	A2	20010419	WO 2000US27818	A	20001009	200131	B
AU 200078736	A	20010423	AU 200078736	A	20001009	200147	

Priority Applications (No Type Date): US 2000684074 A 20001008; US 99158656 P 19991008
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200127834	A2	E	24	G06F-017/60	

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK
SL TJ TM TR TT UA UG UZ VN YU ZA ZW
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW
AU 200078736 A   G06F-017/60   Based on patent WO 200127834

Abstract (Basic): WO 200127834 A2
        NOVELTY - Method consists in obtaining consumer information from
    their interface devices, building consumer profiles, determining future
    availability of products from manufacturers, selecting a set of
    consumers using the profiles and availability to receive product
    promotions, and making a sales promotion to the set. When an **order** is
    received from a consumer the product is shipped and the product
    promotion is selected for a certain time with the manufacturer
    discount.
        DETAILED DESCRIPTION - There are INDEPENDENT CLAIMS for (1) a
    method of providing promotional information to a consumer and (2) a
    system for selling products to a consumer.
        USE - Method is for consumer buying over the Internet.
        ADVANTAGE - Method enables manufacturers to market to individual
    consumers.
        DESCRIPTION OF DRAWING(S) - The figure shows the subsystems
    involved in consumer **marketing   campaigns** .
        pp; 24 DwgNo 2/6
Title Terms: MARKET; METHOD; CONSUME; INTERFACE; CENTRAL; INFORMATION;
  REPOSITORY; TRANSACTION; SERVE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

   12/5/23   (Item 22 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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013514687   **Image available**
WPI Acc No: 2000-686633/200067
XRPX Acc No: N00-507684
  Shipping order **handling method using internet, involves placing
  shipping** order in server **for forwarding it to forwarders to further
  submit bids for selection**
Patent Assignee: FREIGHTMART.COM CORP (FREI-N)
Inventor: TANGKILISAN C Y
Number of Countries: 089 Number of Patents: 002
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
WO 200046718 A2   20000810   WO 2000US2888   A   20000202   200067 B
AU 200034824 A   20000825   AU 200034824   A   20000202   200067

Priority Applications (No Type Date): US 2000493823 A 20000128; US 99118477
  P 19990203
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
WO 200046718 A2 E 39 G06F-017/60
    Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
    CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
    KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE
    SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR

IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW
AU 200034824 A   G06F-017/60   Based on patent WO 200046718

Abstract (Basic): WO 200046718 A2
     NOVELTY - The shipping **order** placed in **server** (260) through
internet (250) by shipper computers (210,220), is forwarded to
forwarder computers (230,240). The bids submitted by the forwarders is
provided to the shipper, for selection. The shipper selects a specific
bid and notifies the forwarder.
     DETAILED DESCRIPTION - The shipping **order** includes physical
characteristics of an item being shipped, time for picking up the item,
time for delivering the item, preferred method of delivery of the item.
INDEPENDENT CLAIMS are also included for the following:
     (a) shipping system;
     (b) program product;
     (c) business shipping model
     USE - For handling shipping **order** between shipper and forwarder,
using internet.
     ADVANTAGE - Helps the shipper to save time and money by providing
the shipper with multiple bids in a short window of time. The forwarder
can reduce their overhead costs associated with hiring and training
customers service and operation staff. The cost of **marketing** and
advertising is reduced. Reduces shipping surplus and maximizes revenue
per shipment.
     DESCRIPTION OF DRAWING(S) - The figure shows a computer network
environment where shippers and forwarders communicate with the service
provider's **server** system via the internet.
     Shipper computer (210,220)
     Forwarder computers (230,240)
     Internet (250)
     Server (260)
     pp; 39 DwgNo 2/6
Title Terms: SHIPPING; **ORDER** ; HANDLE; METHOD; PLACE; SHIPPING; **ORDER** ;
  SERVE; FORWARDING; FORWARDING; SUBMIT; BID; SELECT
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 12/5/24   (Item 23 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

011752478   **Image available**
WPI Acc No: 1998-169388/199815
XRPX Acc No: N98-134438
  Identification tag method for developing marketing database - involves
  **distributing tags that attach to articles and require tag holder to
  register with** database **to trace lost articles**
Patent Assignee: BARON D (BARO-I); TARPEY B (TARP-I)
Inventor: BARON D; TARPEY B
Number of Countries: 076 Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 9808202	A2	19980226	WO 97US14020	A	19970808	199815	B
AU 9741475	A	19980306	AU 9741475	A	19970808	199830	
US 5809481	A	19980915	US 96694201	A	19960808	199844	

Priority Applications (No Type Date): US 96694201 A 19960808
Patent Details:

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Patent No  Kind Lan Pg   Main IPC    Filing Notes
WO 9808202    A2 E  25 G08B-000/00
    Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU
    CZ DE DK EE ES FI GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV
    MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG UZ
    VN
    Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GH GR IE IT
    KE LS LU MC MW NL OA PT SD SE SZ UG ZW
AU 9741475    A          G09F-003/00   Based on patent WO 9808202
US 5809481    A          G06F-017/48
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Abstract (Basic): WO 9808202 A

The system for creting a marketing **database** involves a tag and a registering process. The tags (4) are distributed to potential customers and may include an advertisment. The tags are intended to be attached to articles, e.g. a case, They provide a contact telephone number (11) to be used by someone finding a lost article. The tag also has a unique tag number (10).

When the tag is received the holder is encouraged to register with a **database** holder in **order** that, tagged, lost articles can be returned. The **database** that is created to trace owners of lost articles can be extracted and supplied to **marketing** companies for **advertising** purposes.

ADVANTAGE - Provides a method of promotional advertising, **database** creation and can be used on articles of any size.

Dwg.2/7

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Title Terms: IDENTIFY; TAG; METHOD; DEVELOP; MARKET; DATABASE ; DISTRIBUTE
 ; TAG; ATTACH; ARTICLE; REQUIRE; TAG; HOLD; REGISTER; DATABASE ; TRACE;
 LOST; ARTICLE
Derwent Class: P85; T01
International Patent Class (Main): G06F-017/48; G08B-000/00; G09F-003/00
International Patent Class (Additional): G06F-017/60 ; G06F-019/00
File Segment: EPI; EngPI
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12/5/25   (Item 24 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

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011482124    **Image available**
WPI Acc No: 1997-460029/199743
XRPX Acc No: N97-383020
```

Graphical user interface for computer database **processing system - generates display object for each segment defined by selection criterion, which has size and appearance determined according to segment value, mechanism displays display object of each segment in order according to segment value**

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Patent Assignee: PILOT SOFTWARE INC (PILO-N)
Inventor: BOURGOIN M O; SMITH S J; STONE E M; THEARLING K H
Number of Countries: 011  Number of Patents: 002
Patent Family:
Patent No     Kind   Date    Applicat No   Kind  Date     Week
EP 797162     A2  19970924  EP 97301935    A  19970321  199743 B
AU 9715157    A   19970925  AU 9715157     A  19970307  199748
```

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Priority Applications (No Type Date): US 96620638 A 19960322
Cited Patents: No-SR.Pub
Patent Details:
Patent No  Kind Lan Pg   Main IPC    Filing Notes
EP 797162     A2 E  18 G06F-017/30
```

Bode Akintola   29-Sep-04   EIC 3600

Designated States (Regional): AT BE CH DE ES FR GB IE IT LI
AU 9715157   A   G09G-005/14

Abstract (Basic): EP 797162 A
        The interface includes segments defined by a selection criterion
    and the criterion is applied to the computer **database** one segment
    value for the segment computed from the **database** variables of
    entities in the segment.
        The interface generates (fig 9) a display object for each segment,
    which has a size determined according to the segment value, and an
    appearance determined by the segment value. The mechanism for displays
    the display object of each segment in an order according to the segment
    value.
        USE/ADVANTAGE - Relates to computer **databases** for example
    relational, object oriented and multidimensional computer **databases** .
    Improves presentation and exposition of relationships among and between
    data.
        Dwg.9/13
Title Terms: GRAPHICAL; USER; INTERFACE; COMPUTER; **DATABASE** ; PROCESS;
    SYSTEM; GENERATE; DISPLAY; OBJECT; SEGMENT; DEFINE; SELECT; CRITERIA;
    SIZE; APPEAR; DETERMINE; ACCORD; SEGMENT; VALUE; MECHANISM; DISPLAY;
    DISPLAY; OBJECT; SEGMENT; ORDER; ACCORD; SEGMENT; VALUE
Derwent Class: P85; T01
International Patent Class (Main): G06F-017/30; G09G-005/14
File Segment: EPI; EngPI

   12/5/26   (Item 25 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

011034332   **Image available**
WPI Acc No: 1997-012256/199701
XRPX Acc No: N97-010601
   **Multilevel marketing system - carries out marketing activities by
   providing and maintaining** database **of participants, each being sponsors
   for or sponsored by other participants**
Patent Assignee: RECOGNITION GROUP LTD (RECO-N)
Inventor: MCDONALD S P; SELMAN B J
Number of Countries: 070 Number of Patents: 002
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
WO 9636926   A1   19961121   WO 96NZ46   A   19960520   199701 B
AU 9658473   A   19961129   AU 9658473   A   19960520   199712

Priority Applications (No Type Date): NZ 272869 A 19950825; NZ 270730 A
    19950518; NZ 270731 A 19950518
Cited Patents: EP 308224; GB 2206265; US 4850007; WO 9404979
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
WO 9636926   A1 E 38 G06F-017/60
    Designated States (National): AL AM AT AU AZ BB BG BR BY CA CH CN CZ DE
    DK EE ES FI GB GE HU IS JP KE KG KP KR KZ LK LR LS LT LU LV MD MG MK MN
    MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN
    Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GR IE IT KE
    LS LU MC MW NL OA PT SD SE SZ UG
AU 9658473   A   G06F-017/60   Based on patent WO 9636926

Abstract (Basic): WO 9636926 A
        Marketing activities use **advertising** , **market** research,

shopping and similar services. Participants interact with a computer
system to receive **advertising** , respond to **market** surveys, or place
purchase **orders** . The participants form a network which is
administered by a network organiser through the computer system.
        Each participant is rewarded according to the activity of others
who are sponsored as down-line participants in the network. The
participants are encouraged to continue their own activity rather than
simply recruit and sponsor new participants.
        ADVANTAGE - Growing number of interested participants benefit
through ease of access to product information and from individual cash
rewards based on their own activity.
        Dwg.3/9
Title Terms: MULTILEVEL; MARKET; SYSTEM; CARRY; MARKET; ACTIVE; MAINTAIN;
  DATABASE ; PARTICIPATING; PARTICIPATING
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

12/5/27   (Item 26 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

010331835   **Image available**
WPI Acc No: 1995-233527/199531
XRPX Acc No: N95-182020
  Automatic database **compilation system for customer information of bank
  cheque data - provides system for acquisition, compilation,** storage **and
  retrieval of customer profile information printed and written on bank
  cheques tendered as payment by customers in retail transactions**
Patent Assignee: INT BUSINESS MACHINES CORP (IBMC)
Inventor: OSTRANDER J B
Number of Countries: 004 Number of Patents: 002
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
EP 661654   A2   19950705   EP 94118001   A   19941115   199531   B
CA 2131667   A   19950630   CA 2131667   A   19940908   199539

Priority Applications (No Type Date): US 93174852 A 19931229
Cited Patents: No-SR.Pub
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
EP 661654   A2 E 11 G06F-017/60
   Designated States (Regional): DE FR GB
CA 2131667   A   G06F-015/30

Abstract (Basic): EP 661654 A
        The system comprises a cheque handling and transport unit receiving
and transporting (17) several cheques successively along a cheque
scanning line. The non-magnetically encoded printed, typed and
handwritten characters appearing on the cheques are detected and
recognised (24).
        The characters are converted to electrical signals indicative of
the characters in character **order** . The selected items of data are
stored for each cheque (25).
        USE/ADVANTAGE - In **order** to automatically and rapidly read,
store, manipulate, manage and update customer information for use by
business payees for other than completing cheque payment process,
automatic customer information **database** compilation system may be
embodied as component of commercially available high speed document

handling reader and sorter system. Access to **marketing** or
advertising company for use as research **database** for business
promotion.
     Dwg.2/4
Title Terms: AUTOMATIC; **DATABASE** ; COMPILE; SYSTEM; CUSTOMER; INFORMATION;
  BANK; CHEQUE; DATA; SYSTEM; ACQUIRE; COMPILE; **STORAGE** ; RETRIEVAL;
  CUSTOMER; PROFILE; INFORMATION; PRINT; WRITING; BANK; CHEQUE; PAY;
  CUSTOMER; RETAIL; TRANSACTION
Derwent Class: T01
International Patent Class (Main): G06F-015/30; **G06F-017/60**
International Patent Class (Additional): G06F-157-00
File Segment: EPI